ELEARNING MARKET TRENDS AND FORECAST 2017-2021

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CONTENTS

ELEARNING MARKET TRENDS AND FORECAST 2017-2021

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EXECUTIVE SUMMARY

The state of the eLearning market globally continues to shift, grow, and evolve. This is illustrated by increasing budget allocations for eLearning programs, the growing prevalence of eLearning in various geographic markets around the world, new trends in emerging technologies and tools that support eLearning, and the swelling role of social learning as a top learning and development (L&D) priority.

The global L&D industry is complicated, with many moving parts, disruptive technologies, and shifting priorities. That's why we have developed Elearning market trends and forecast 2017-2021, a complete report outlining the global state of L&D and eLearning in particular. For this comprehensive report, we have pored over metrics and insights pulled together by some of the leading analyst voices in the space. We have also collected a wide array of data and statistics that show how eLearning is changing and evolving.

Some of the key topics readers can look forward to in the pages ahead include:

- An assessment of the size of the eLearning market globally, including budget allocations for eLearning purposes and the drivers of growth and development in the L&D industry.

- Emerging trends in the eLearning market, including social learning, mobile learning, microlearning, corporate MOOCs, and more.

- A look at potential "game-changers" and disruptive technologies and approaches to eLearning, including game-based learning, gami ication, and wearable technology.

- Insights into the adoption and continued use of eLearning in geographical markets around the world, including considerations of what might be driving change and growth in these markets.

We hope this comprehensive report is a great source to help learning and development professionals assess the global landscape of eLearning across 2017 through 2021 and make informed decisions that will enable them to take their learning strategies and programs to the next level and drive more success in L&D performance overall.
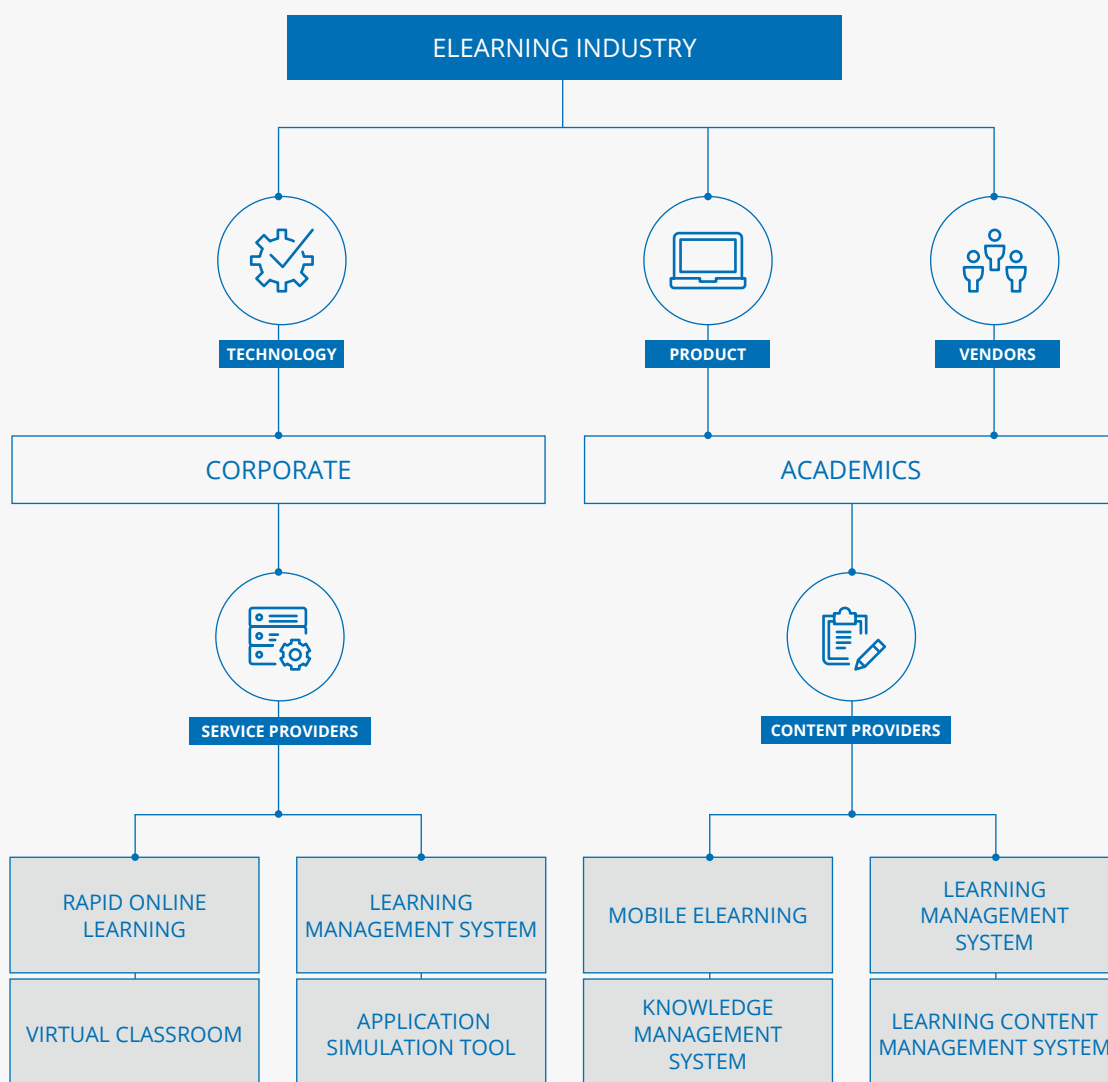
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ELEARNING MARKET

The size of the eLearning market was estimated to be over USD 165 Billion in 2015 and is likely to grow by 5% between 2016 and 2023, exceeding USD 240 Billion. Factors such as the possibility of allocating a lower budget for eLearning purposes (compared to traditional education methods,) together with increasing flexibility in learning are expected to drive industry growth.

2023

CORPORATE + ACADEMIC ELEARNING

USD 240B
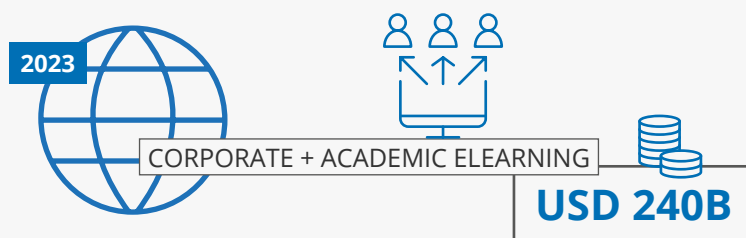
The U.S. eLearning market is likely to be valued at over USD 27 billion by the end of 2016, primarily as a result of the fact eLearning and related products and services have significantly expanded across the region in recent years. Users have developed an appreciation for the ease of access and improved effectiveness new animated, engaging, interactive learning tools provide. Also, as the use of online and mobile devices becomes increasingly prevalent, the eLearning market is expected to grow over the next years. The adoption of eLearning tools by more and more both academic and non-academic sectors (especially corporate,) together with all the abovementioned factors, is expected to positively impact market size, fuel the demand for eLearning services, and drive industry growth over the coming years.

User experience across eLearning tools continues to undergo constant improvement, as the service suppliers provide these educational tools through newest available technologies and users are able to benefit from a visually engaging interface and a media-driven learning experience. Further, these services are expected to boost employee productivity, a large part of the reason many firms opt for eLearning solutions over traditional learning methods. Clearly, this factor is also anticipated to positively impact the eLearning market demand over the next five years. The eLearning sector will most likely benefit from the rising interest in distance learning, as well as the expanded use of these services on smartphones, tablets, other mobile devices, and wearable technology. These factors open several possible growing paths for industries engaged in eLearning products and services.
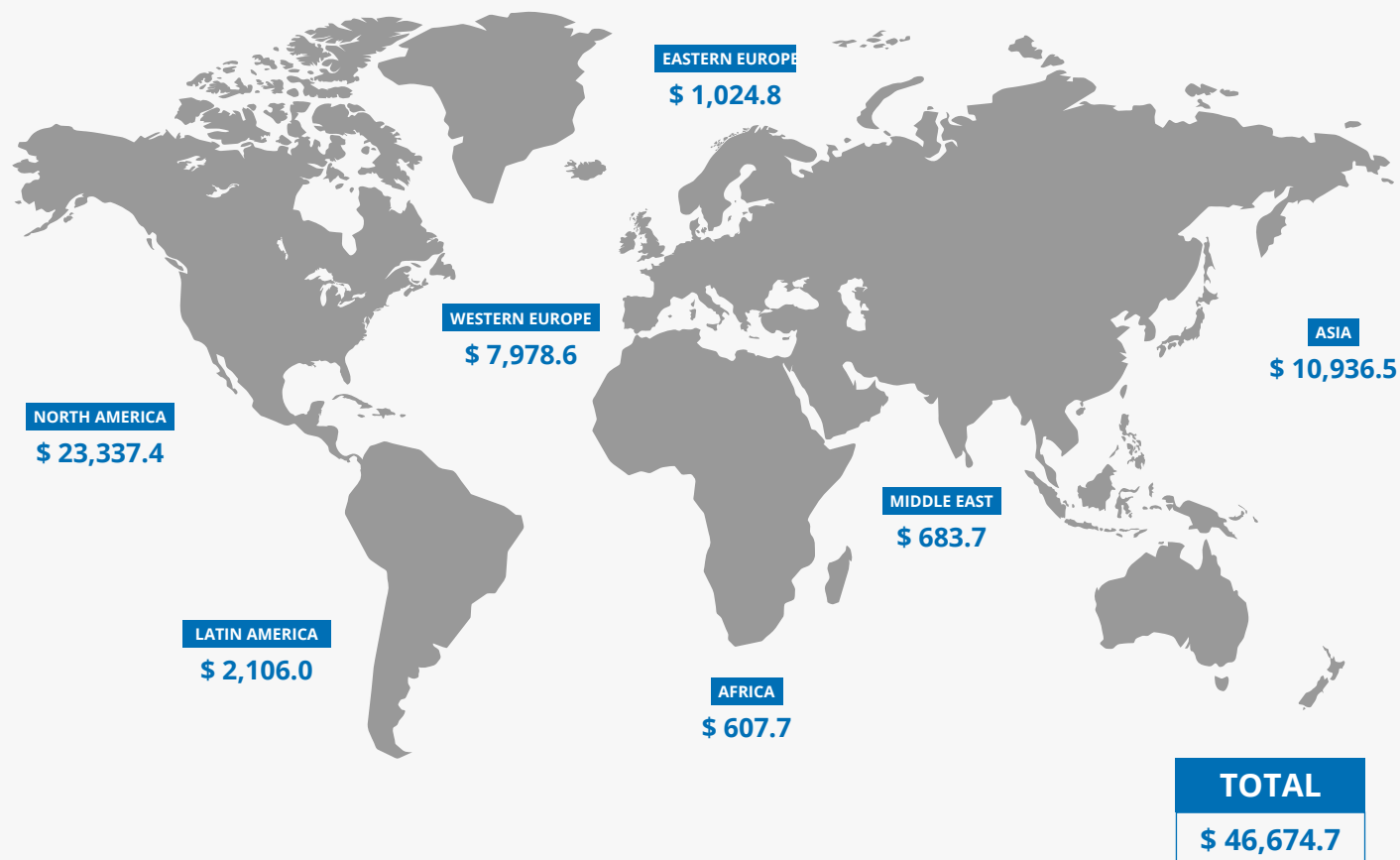
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At the same time, technology obsolescence and management turnover could become the Achilles heel of a very dynamic and constantly evolving market segment. Vendor-developer partnerships and the need for the need for highly developed IT infrastructure could pose a number of industry challenges over the 2016 to 2023 time range.

```
                           ELEARNING INDUSTRY

        [⚙✓]                      [💻]                    [👥]
      TECHNOLOGY                 PRODUCT                 VENDORS

        CORPORATE                        ACADEMICS

          [☰⚙]                              [📋✎]
      SERVICE PROVIDERS                CONTENT PROVIDERS

  RAPID ONLINE    LEARNING         MOBILE ELEARNING    LEARNING
  LEARNING        MANAGEMENT SYSTEM                    MANAGEMENT
                                                       SYSTEM

  VIRTUAL         APPLICATION       KNOWLEDGE           LEARNING CONTENT
  CLASSROOM       SIMULATION TOOL   MANAGEMENT          MANAGEMENT SYSTEM
                                    SYSTEM
```

Presently, the U.S. represents the leader in the adoption of eLearning technologies and services. This fact supports the belief that North America will likely exhibit significant growth in this sector between 2016 and 2023.

According to Ambient Insight Research, a firm that uses quantitative predictive analytics to identify revenue opportunities for global eLearning and mobile learning suppliers, global revenues for self-paced eLearning reached $46.6 billion in 2016, a slight decrease compared to the $46.9 billion seen in 2015. For reference, the self-paced eLearning market is part of the larger eLearning market and includes LMS, authoring tools, packaged content, and services related to the three main categories.

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2016 WORLDWIDE REVENUE FOR SELF-PACED ELEARNING PRODUCTS AND SERVICES BY REGION (IN US$ MILLIONS)

EASTERN EUROPE
$ 1,024.8

ASIA
$ 10,936.5

WESTERN EUROPE
$ 7,978.6

NORTH AMERICA
$ 23,337.4

MIDDLE EAST
$ 683.7

LATIN AMERICA
$ 2,106.0

AFRICA
$ 607.7

TOTAL
$ 46,674.7

2016 WORLDWIDE REVENUE FOR SELF-PACED ELEARNING BY THREE PRODUCT CATEGORIES (IN US$ MILLIONS)

TOTAL
$ 46,674.67

PRODUCT CATEGORY	PACKAGED CONTENT	SERVICE	PLATFORM
	$ 33,062.80	$ 6,490.38	$ 7,121.49
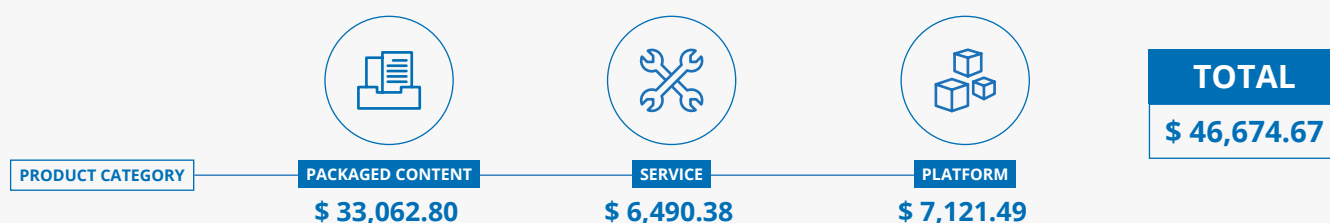
Source: Ambient Insight Research

According to Ambient Insight Research, the worldwide five-year compound annual growth rate (CAGR) for self-paced eLearning is distinctly negative at -6.4%. This means global revenues for this market segment are actually dropping steadily due to the switch towards more effective knowledge transfer methodologies, Ambient Insight asserts.

Of the 122 countries tracked by Ambient Insight, only 15 show a positive (more than 15%) growth rate for self-paced eLearning.

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2016-2021 TOP FIFTEEN WORLDWIDE SELF-PACED ELEARNING FIVE-YEAR GROWTH RATES BY COUNTRY
Across all product types
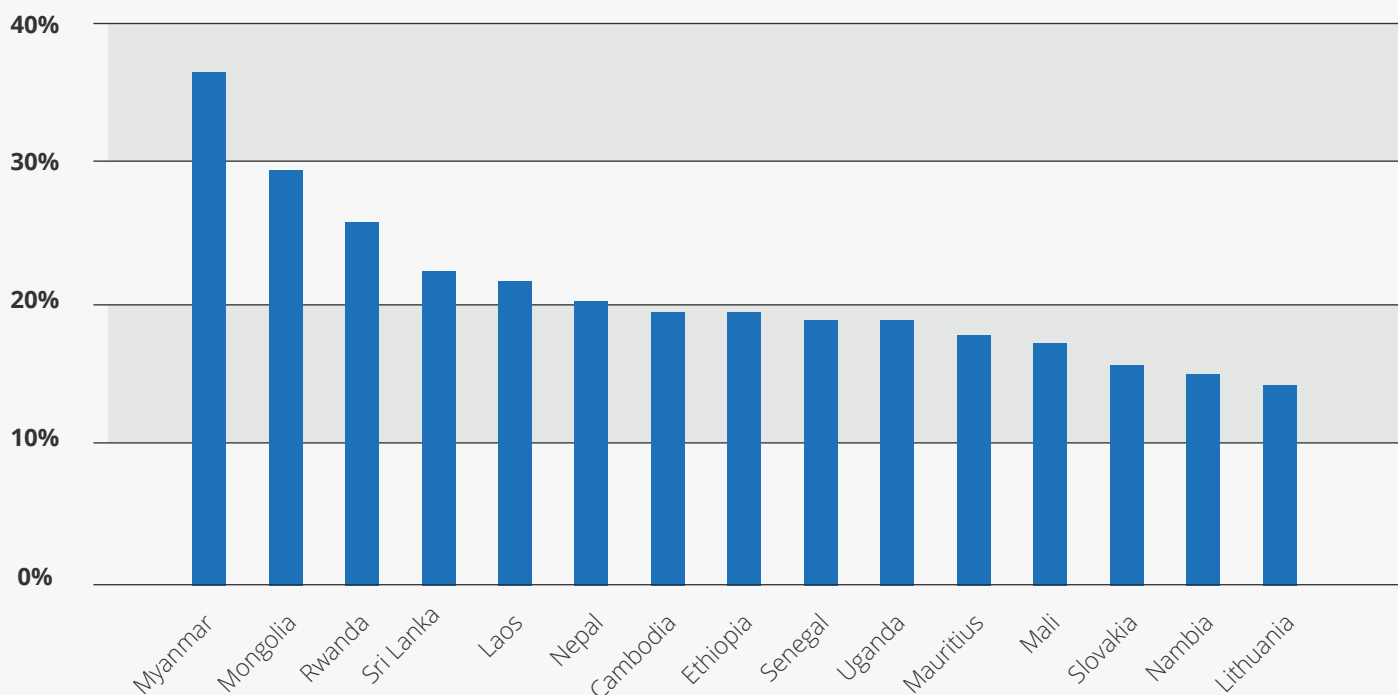
Source: Ambient Insight Research

**What about deals and funding in the education technology (ed tech) environment?**
Ed tech startups attracted 416 funding deals in 2016, worth a total of $1.7 billion. At this pace, the total amount will be $2.2B by the end of the 2016.

Currently, funding to ed tech startups remains concentrated in the US. Outside of the US, India ranks second, with China in third position and the UK coming in fourth.

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**ED TECH DEALS AND FUNDING
ENVIRONMENT IN 2016**

416
DEALS $

$2.2B
FUNDING
BY THE END
OF 2016

iTutorGroup

1
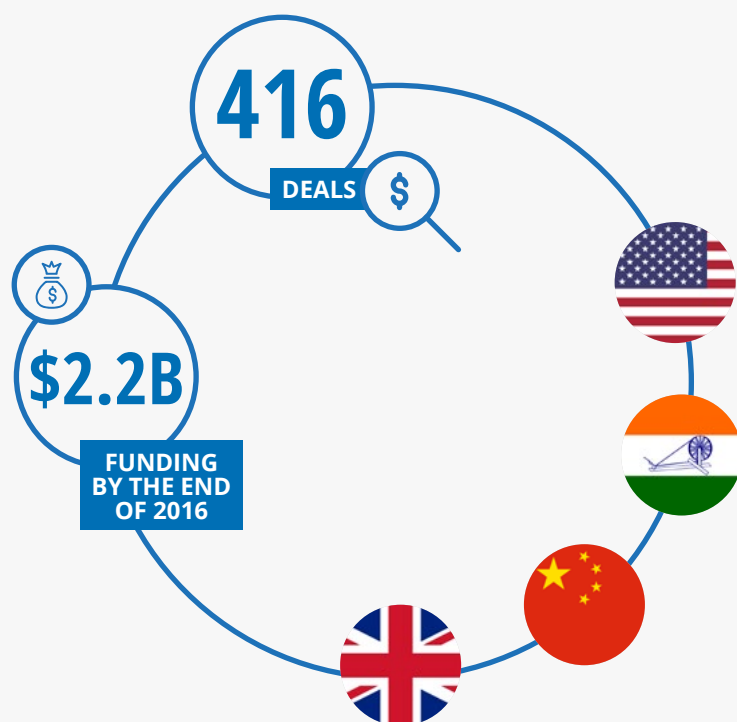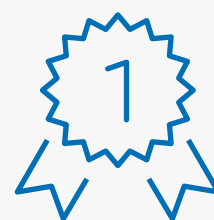
Shanghai-based
English-learning platform TutorGroup
is the most well-funded VC-backed
ed tech startup having raised

$315

in disclosed funding

The largest deal in Q2 2016 was a $150-million private equity round by Iconiq Capital to Age of

Learning, the California-based provider of early-childhood-learning software called ABCmouse.com.

This was followed by a $60M Series D to Udemy, led by Naspers, and a $40M corporate minority

*round by Tencent to a Beijing-based, mobile-learning platform called Yuanfudao.*

Source: CB Insights

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CORPORATE ELEARNING MARKET

According to the latest market study released by Technavio, the size of the global corporate eLearning market is predicted to reach an approximate amount of USD 31 billion in revenue by the end of 2020.

Also, the corporate eLearning market is expected to grow at a CAGR of 11.41% during the 2016 to 2020 period, according to Technavio's analysts.

GLOBAL CORPORATE ELEARNING MARKET

CAGR OF

2016-2020

11,41%

USD 31 BILLION
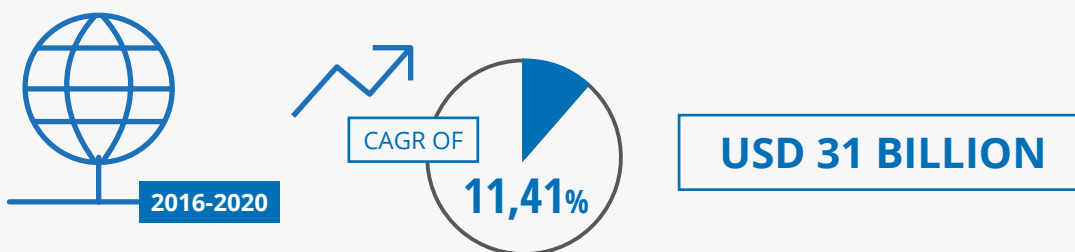
The corporate eLearning segment includes all forms of electronically-supported learning and teaching tools used by firms and organizations to facilitate continuous learning and development (L&D) of their workforce. eLearning allows organizations to switch to more advanced learning and teaching models that use digital formats to integrate information.

What are the main drivers of this huge growth?

Enterprises of different sizes have started considering eLearning as a viable solution to their budget and productivity-related issues, as changing business needs and technology improvements have encouraged the adoption of eLearning solutions at the expense of traditional teaching methods. The introduction of social, mobile, analytics, and cloud (known as SMAC) technologies has also facilitated the adoption of eLearning solutions.

SMAC (social, mobile, analytics and cloud)
is the concept that four technologies are currently driving business innovation.

Measuring Knowledge Investment
The Corporate Learning Network January 2014

Dozens of new types of learning and training technologies were introduced in the marketplace in the last decade. Gamification, mobile learning and social learning have all become buzz words within the L&D community. These new technologies offer the advantage of being able to reach a wider number of trainees at a fraction of the cost of the traditional instructor-led classroom model.

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Another main driver is people's growing attitude towards self-training for job related purposes, based on personal initiative.

According to the Pew Research Center:

- 73% adults consider themselves lifelong learners
- 63% of those who are working (or 36% of all adults) are professional learners
  (that is, they have taken a course or gotten additional training in the past 12 months
  to improve their job skills or expertise connected to career advancement.)
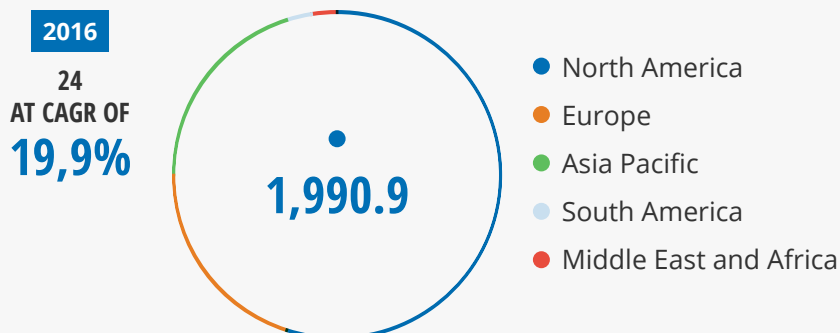
GLOBAL LEARNING MANAGEMENT SYSTEM (LMS) MARKET

According to Analyst Josh Bersin, the learning management system (LMS) marketplace is currently over $3 billion in size (2016), and includes hundreds of platforms to help companies manage all aspects of their employee training.

The global learning management system (LMS) market is expected to grow at a CAGR of 24% during the 2016 to 2020 period (according to Research and Markets and Technavio.)

GLOBAL LMS MARKET

2016
OVER $3 BILLION

2016-2020

BETWEEN
19 and 24%
CAGR
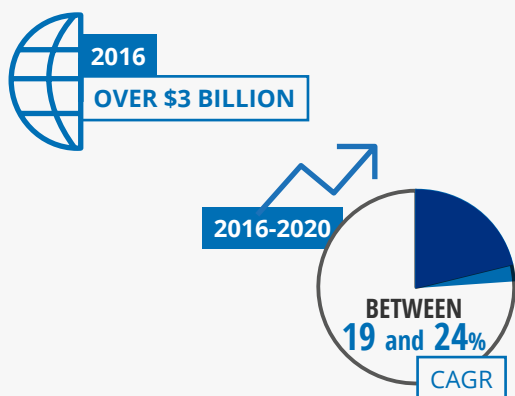
**GLOBAL LEARNING MANAGEMENT SYSTEM (LMS)
MARKET REVENUE SHARE** By Geography, 2015 (US$ Mn)

2016
24
AT CAGR OF
19,9%

1,990.9

- North America
- Europe
- Asia Pacific
- South America
- Middle East and Africa

Source: TMR Analysis, October 2016

HOSTED DEPLOYMENT OF LMS TO SURPASS ON-PREMISE DEPLOYMENT BY 2024

A market analysis based on deployment shows on-premise deployment dominated the market in 2015, especially in the Middle East, Africa, and South America. This fact can be primarily attributed to the adoption of learning management systems by large enterprises.
However, analysts predict hosted deployment is expected to lead the market in the upcoming years, with the increasing adoption of LMS by small and medium enterprises due to its cost benefits compared to on-premise deployment.

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*"IT spending is steadily shifting from traditional IT offerings to cloud services
(cloud shift). The aggregate amount of cloud shift in 2016 is estimated to reach
$111 billion, increasing to $216 billion in 2020."*

Source: Gartner (July 2016)

SHIFT TO CLOUD:

$1 TRILLION

in IT spending
in 5 years
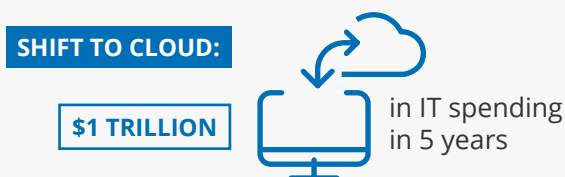
*"More than $1 trillion in IT spending will be directly or indirectly affected
by the shift to cloud during the next five years, said Gartner, Inc.
This will make cloud computing one of the most disruptive forces of IT spending
since the early days of the digital age."*

Source: Gartner (July 2016)

*Cloud LMSs are the most exciting
group in the LMS industry.*

*John Leh, CEO, Lead Analyst
Talented Learning, LLC*

According to a Deloitte recent survey, Saas and Cloud computing LMS are becoming dominant.

*SaaS addresses the issues of customization and integration
with which so many organizations have struggled. SaaS
and specifically cloud are now the dominant delivery
model in LMS today.*

*Josh Bersin,
Principal and Founder, Bersin by Deloitte*

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ELEARNING CONTENT

$33b

Ambient Insight Research 2015 Self-paced eLearning
Packaged content (corporate+high education)

Presently, corporations are considered wise purchasers of eLearning content. L&D professionals within corporates are viewed as eager to buy different eLearning contents in the name of pursuing a variety of learning goals. From off-the-shelf courses to in-house bespoke courses, the scenario is characterized by a wide range of solutions adopted.

OFF-THE-SHELF COURSES

READY TO USE

BESPOKE OR CUSTOM COURSES

SPECIFICALLY DESIGNED OR TAILOR MADE TO MEET BUSINESS REQUIREMENTS

According to different sources, half of L&D content is developed from scratch by internal/external L&D practitioners.

CIPD, Learning and development survey 2015

According to Brandon Hall Group there is a common pattern amongst enterprises to choose what to develop internally and what provide externally:

"Internal trainers are more likely to be used for topics that are core to the business or complicated to outsource. For instance, trainers within the organization are more likely to be able to speak to product/service knowledge or the specific ethics program than an external resource."

Brandon Hall Learning and Development
Answer Book 2015

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"On the other end of the spectrum, some topics lend themselves more to being outsourced than others. These could be specific areas of need that companies do not believe are strong competencies internally"

GLOBAL ELEARNING PACKAGED CONTENT MARKET

AROUND CAGR

2014-2019

9%

Source: Technavio

When going externally, enterprises have different buying strategies:

- Partnering with local players
- Searching for worldwide providers
- Using the Enterprise Mooc options

What is interesting in the buying pattern is the use of multiple providers at the same time to pursue different learning goals.

Some of the major providers of packaged or off-the-shelf eLearning courses include:

- Skillsoft
- Lynda.com
- Pluralsight
- BizLibrary
- Open Sesame
- Cegos

LinkedIn made its biggest acquisition to date last week, spending $1.5 billion on eLearning company lynda.com – a 20-year-old business that offers courses on everything from coding to business skills.

Source: #inthenews

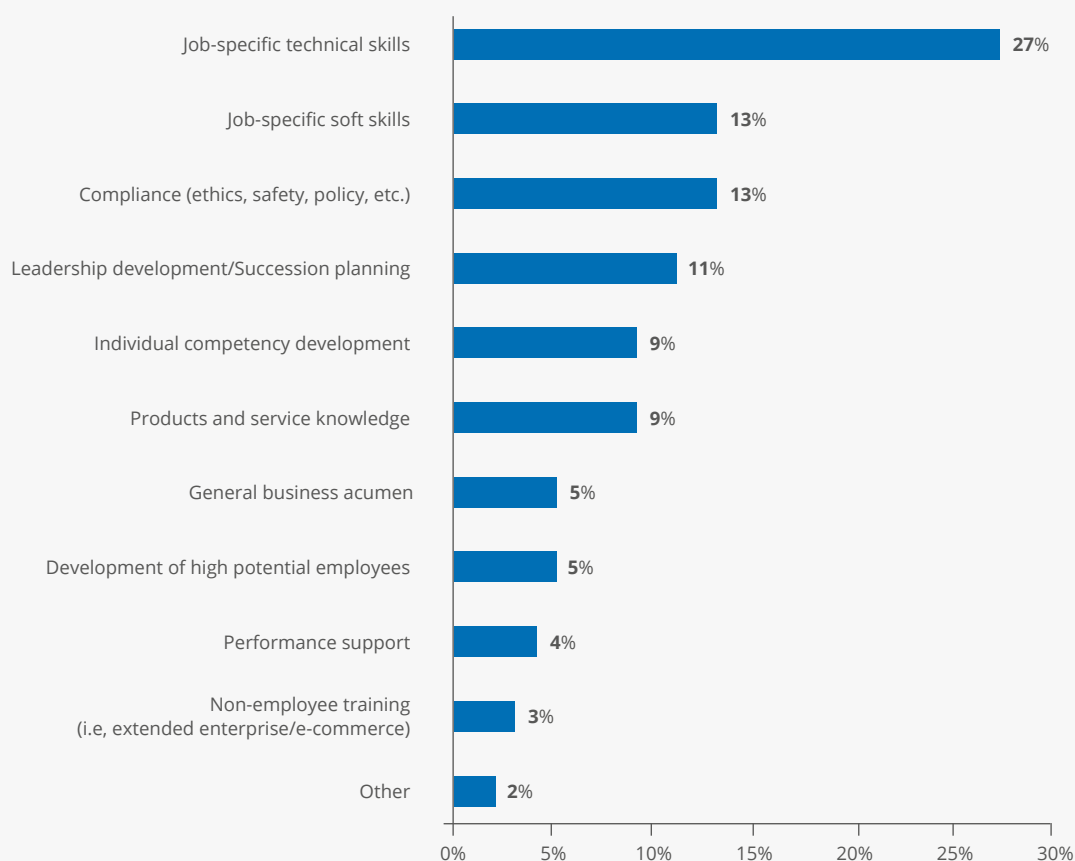**What is the Breakdown of Training Delivered by Topic?**
The types of training that organizations produce can vary significantly, yet at the core of every business are a set of key requirements: job specific skills, compliance, leadership, etc.

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According to ATD (ATD's 2015 State of the Industry report) the top three areas of training content (within corporates) in the past year were:

- Managerial and supervisory
- Profession or industry specific
- Mandatory and compliance

This breakdown by topic is confirmed also by the Brandon Hall Group (Brandon Hall Learning and Development Answer Book 2015): over 40% of training is job-specific.

TRAINING BREAKDOWN BY TOPIC

Topic	Percentage
Job-specific technical skills	27%
Job-specific soft skills	13%
Compliance (ethics, safety, policy, etc.)	13%
Leadership development/Succession planning	11%
Individual competency development	9%
Products and service knowledge	9%
General business acumen	5%
Development of high potential employees	5%
Performance support	4%
Non-employee training (i.e, extended enterprise/e-commerce)	3%
Other	2%

Source: 2015 Brandon Hall Group Training Study

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COURSE DISTRIBUTION BY SUBJECTS

16.8%
Business & management

4.09%
Mathematics

6.11%
Engineering

6.73%
Art & Design

7.44%
Programming

8.27%
Health & Medicine

9.36%
Education & Teaching

9.41%
Humanities

9.74%
Computer Science

10.8%
Social Sciences

11.3%
Science
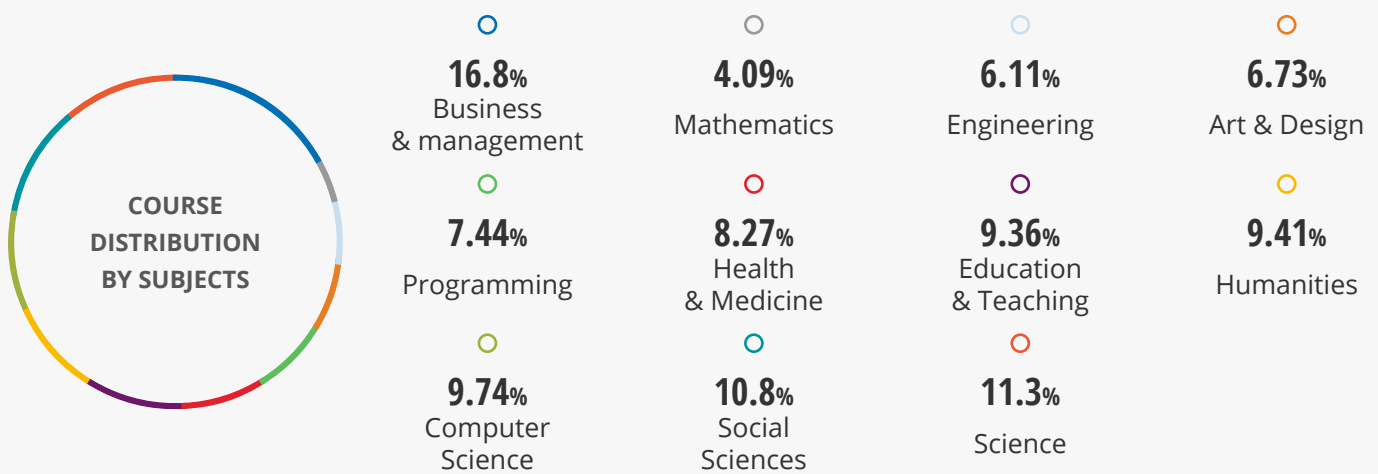
Source: Class Central

These data confirm the assumption that nowadays Corporates are smart buyers of learning contents. They know what to buy from the right vendors.
-According to Deloitte, MOOCs can expand corporate training options

"Yahoo is reimbursing employees for the cost of verified course-completion certificates from Coursera. Online retailer 1-800-Flowers announced it will create an online education portal on the Udemy platform for its network of independent florists. The portal will offer a mix of general business courses and custom-developed coursers on topics specific to the floral industry. Tenaris, a global manufacturer of steel, has licensed edX's software platform and course materials for its employee learning program."

Deloitte University Press, 2013,
MOOCs teach corporations about new opportunities

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THE ON-DEMAND ECONOMY

The on-demand economy is attracting more than **22.4 million consumers** annually and **$57.6 billion in spending**.

The largest category of on-demand spending is online marketplaces (e.g. Ebay, Etsy), with **16.3 million** consumers each month spending almost **$36 billion annually**.

Transportation (e.g. Uber, Lyft) comes in second with **7.3 million monthly** consumers and $5.6 billion in annual spending, followed by food/grocery delivery (e.g. Instacart) at **5.5 million monthly** consumers and **$4.6 billion annual spending**.
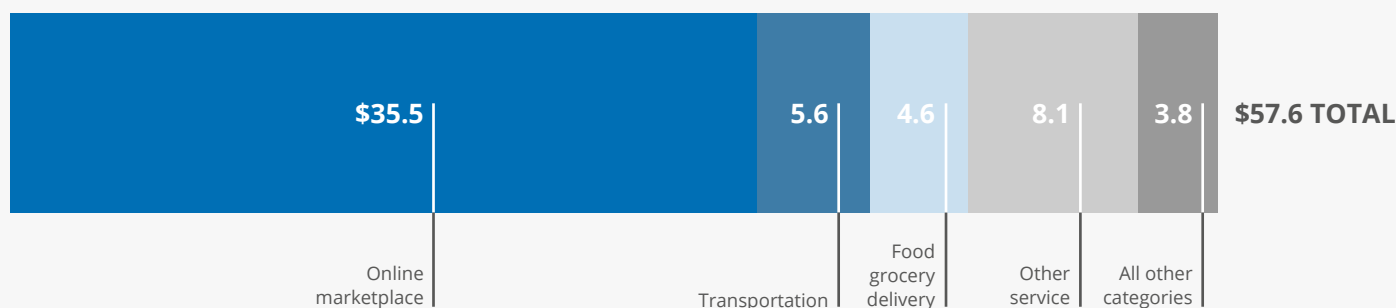
Other on-demand services including home services (e.g. TaskRabbit), freelancer services (e.g. Elance), and health and beauty services (e.g. StyleSeat) account for **$8.1 billion** in spending each year, and all other on-demand activity comes in at **$3.8 billion.**

ANNUAL ON-DEMAND ECONOMY SPENDING
U.S. CONSUMERS ARE SPENDING $57,6 BILLION IN THE ON-DEMAND ECONOMY.

AVERAGE SPENDING PER YEAR IN BILLIONS $US

$35.5	5.6	4.6	8.1	3.8	$57.6 TOTAL
Online marketplace	Transportation	Food grocery delivery	Other service	All other categories	

Source: Harvard Business Review, 2016,
"The On-Demand Economy Is Growing, and Not Just for the Young and Wealthy"

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AUTHORING TOOL TRENDS AND FORECASTS

What is an authoring tool? In simple terms, it is an eLearning course-creation tool. It allows anyone, not just computer programmers, to create and package engaging pieces of eLearning material and deliver them to the end user.

There is a fresh interest in Learning Content Management, but few solutions can manage the widening content management agenda

Source: Fosway, 9-Grid™ Authoring Tools January 2016

According to Research and Markets Report, the global content authoring tools market is expected to grow at a CAGR of 7.72% over the 2016-2020 period. (Research and Markets)

The Learning Authoring Tools market continues to be dominated by desktop tools, with Articulate and iSpring claiming a total aggregate user base around 90.000 organisations (2015).

KEY VENDORS

ADOBE

ARTICULATE

TECHSMITH

TRIVANTIS

ISPRING
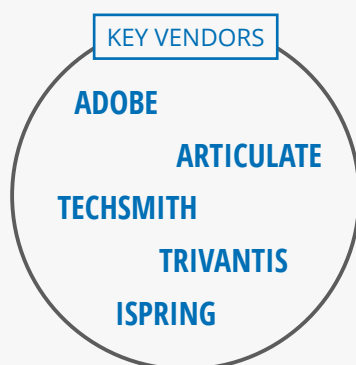
Year 2015 saw relatively recent market entrants such as gomo, adapt and elucidat, all build market momentum. With competitive price points and rapid deployment through SaaS, they are likely to maintain their disruptive influence into 2016 as well (Fosway)

Other main authoring tools suppliers:
- Allen Interactions
- Brainshark
- DominKnow
- Elucidat
- GoMo
- Softchalk
- Composica
- Websoft
- Lessonly

According to Fosway, corporates are increasingly looking for innovation in content delivery.

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Buyers pursue responsive design, increased video usage, user-generated content creation and management – all elements central to many content authoring tools.

xAPI (Tin Can) compatibility is another emerging feature demanded of authoring tools. While it still represents a niche product in terms of adoption, it is expected to become a game-changer in the upcoming years.

With xAPI, it's possible to overcome understanding who took and completed a course to track experiences like:

- Mobile learning
- Serious games
- Simulations
- Informal learning
- Real-world performance

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ELEARNING TRENDS

Broadly, the entire eLearning landscape around the globe is changing rapidly and new trends continue to emerge. Some of these trends are related to the eLearning industry itself, while others have been generated by the transformation of the human resources management across enterprise. Additionally, a number of significant consumers trends that directly or indirectly impact the eLearning landscape have arisen.

LEARNING AND TRAINING IS HOT AGAIN

There is a broad agreement between analysts about the fact that in the near future organizations of all sizes will increase their budget expenditure for training purposes. The anticipated increase in an organization's training budgets could be attributed to the following reasons:

- A broadening of the scope of the training programs
- Additional training staff
- An increase in the number served learners

Learning and training leaders have also noted economic constraints, new technologies, and workforce re-skilling as influencers of future budget allocation, according to the 2015 Training Industry Report by Training Magazine.
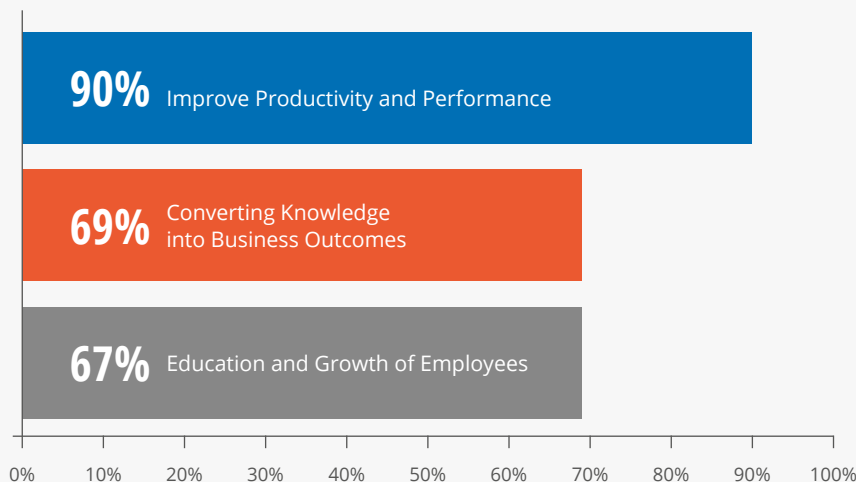
According to Brandon Hall Group, L&D leaders will allocate future budgets to stay in line with company growth goals. In the upcoming years, they are expected to consult more and more C-level executives to ensure their learning strategies are aligned with future business objectives.

THE FIVE MOMENTS OF NEED

FORMAL INSTRUCTION

PERFORMANCE SUPPORT

When Learning for the First Time

When Wanting to Learn More

When Trying to Remember

When Things Change

When Something Goes Wrong

Source: Mosher & Gottfredson, 2011

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"Today's learning and training departments define themselves as the gatekeepers of productivity and performance improvement with nine out of ten survey respondents citing 'improved productivity and performance' as a major goal of their learning and development department. These leaders also emphasize the importance of showing the real-world applications of the knowledge they provide workers, with nearly 70% of respondents selecting 'converting knowledge into business outcomes' as their department's goal. Rounding out the top three is 'education and growth of employees,' which two-thirds of respondents named as a goal of their department."
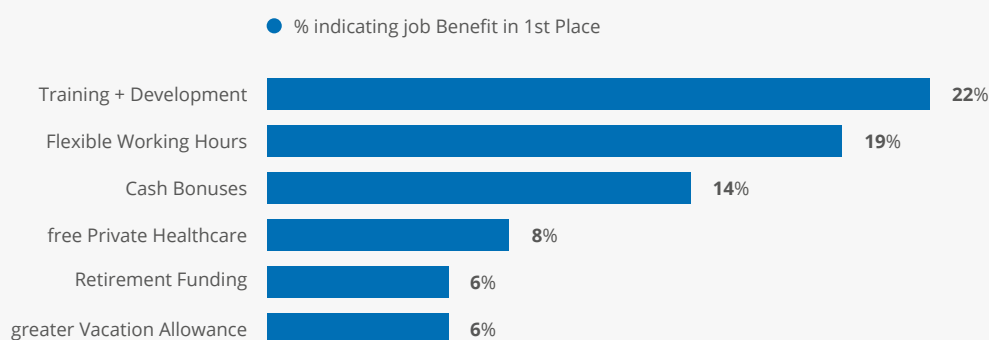
GOAL OF LEARNING AND TRAINING DEPARTMENT

90% Improve Productivity and Performance

69% Converting Knowledge into Business Outcomes

67% Education and Growth of Employees

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Measuring Knowledge Investment, Benchmarking Report from the Corporate Learning Network. January 2014

THE ALLIANCE: MILLENNIALS IN THE WORKFORCE

For Millennials, "Training + Development" is the Most Coveted Job Benefit

● % indicating job Benefit in 1st Place

Training + Development — **22%**
Flexible Working Hours — **19%**
Cash Bonuses — **14%**
free Private Healthcare — **8%**
Retirement Funding — **6%**
greater Vacation Allowance — **6%**

*Source: -KPCB Internet Trends 2016*

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THE REPLACING CYCLE

While most companies that need learning management already have LMS products, there is a significant churn trend, as they can now easily switch to another supplier. As a matter of fact, Long-term contracts for LMS products are now quite rare and switching vendors is relatively painless for buyers.

In a recent study, Brandon Hall Group found nearly half of the companies surveyed in 2016 are considering replacing their learning management system (LMS).

What is driving companies to change? An overwhelming 87% of all surveyed indicate it is the need for an improved user experience. The second most-common reason is the need for an improved administrative experience (74%).

TOP 5 REASONS FOR SWITCHING LMS
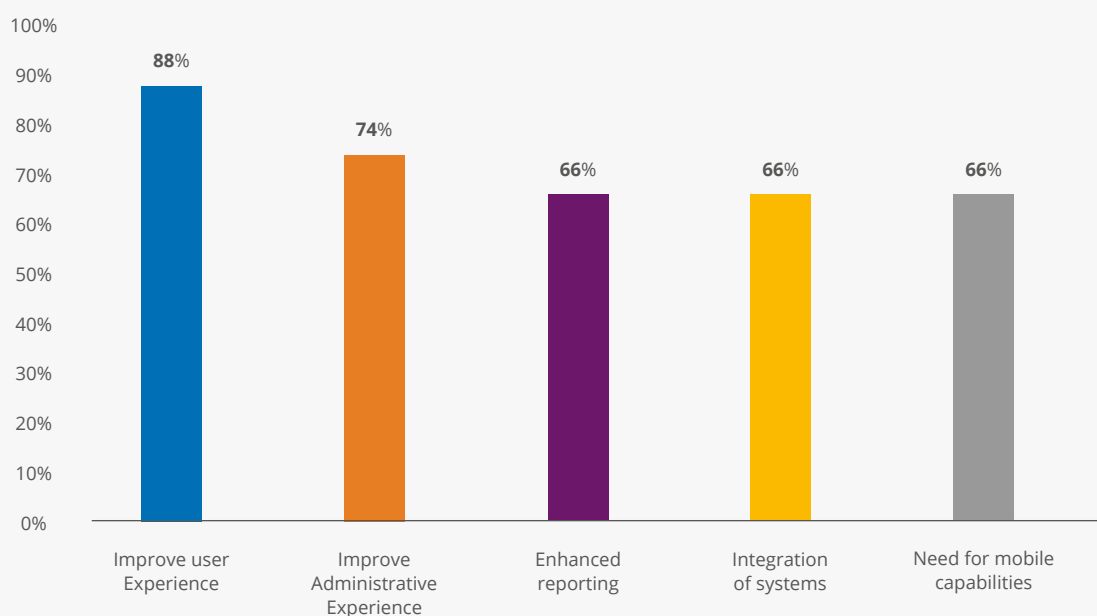
Source: 2015 Brandon Hall Group Trining Study

According to different sources, while almost every large company has an LMS (often mandated by compliance regulation), L&D professionals really don't like them and employees find the systems very difficult to use. As an example, a recent research facilitated by CLO Magazine shows that only 20% of employees use the LMS for any non-compliance learning at all. The problem is that most of these tools were designed in the early 2000s and used to replicate the classroom dynamics in a virtual environment.

Buyers, therefore, are moving away from old legacy products and new suppliers are entering the market to meet the demand for more advanced products.

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"And today, driven by mobile smartphones, bandwidth, social networking, and cameras everywhere, we learn through video, content sharing, MOOCs, and recommendations from others. The modern learning world is filled with expert-authored videos, expert blogs and articles, tweets, webcasts, and an ever-expanding marketplace of external (and internal) content. The LMS must become a true "learning system."

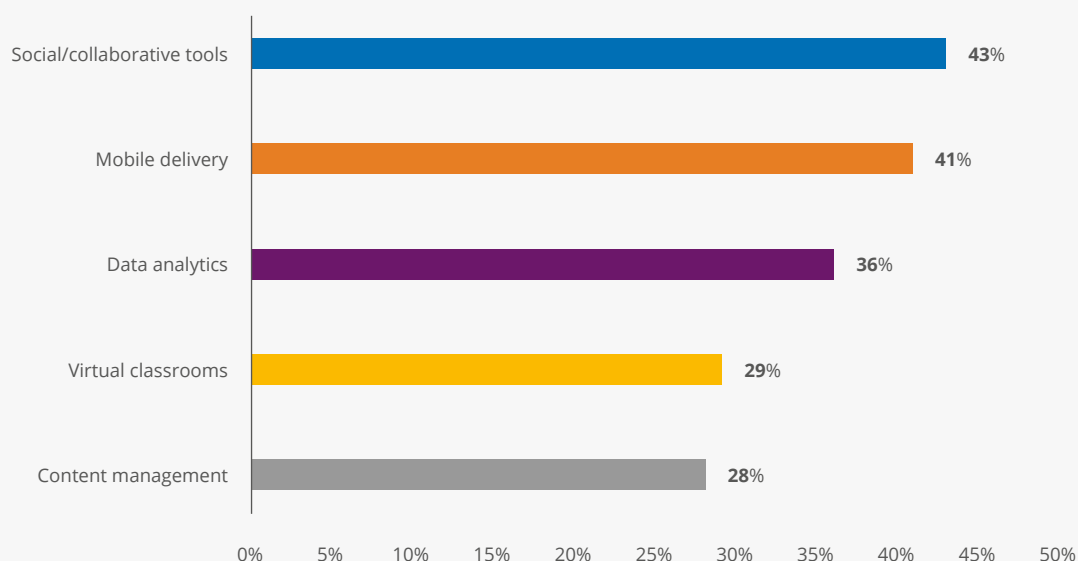*Source: Josh Bersin, Principal and Founder, Bersin by Deloitte*

SOCIAL LEARNING

"Within the chaotic learning environment, the biggest priorities within technology are social and mobile solutions."

Brandon Hall Group

According to a recent research by Brandon Hall Group, exploring new or different technologies is the top L&D priority over the next 12 months.

TOP 5 LEARNING TECHNOLOGY PRIORITIES

Priority	%
Social/collaborative tools	43%
Mobile delivery	41%
Data analytics	36%
Virtual classrooms	29%
Content management	28%

Source: 2016 Brandon Hall Group Learning Technology Study (n=302)

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"Social learning," as it is often considered to be, is nothing entirely new. Though many new modalities of social learning have emerged in recent years, in many ways it has been around for a long time. But if social learning has long been present, why has the focus on it increased recently? Some believe the answer is related to the fact technology is now mature enough to address the most common concerns regarding social learning in the workplace, such as tracking, recognition, and security.

Additionally, as more Gen Y (millennial) workers enter the workplace, the needs and demands for a more social learning experience will increase exponentially, as such tools and modalities have been a part of this generation's DNA.
Social learning technologies have a huge impact on several enterprise core processes, from recruiting to training and developing talent. And there's more: results are quickly measurable because social technologies have a direct and obvious effect on performance.
The route from social learning to informal learning is very short.

"Informal learning, on the other hand, is a more impromptu form of education. It is usually unscheduled and happens "on the fly". For the most part, learners gain knowledge and develop their skills by participating in online discussions and presentations that center on their personal interests and activities. It's often helpful to look at informal learning as an unforeseen side effect of carrying out normal everyday activities."

Christopher Pappas, eLearning Industry

According to a Toward Maturity recent survey, organisations looking to support learning directly in the workflow are more likely to report business benefits than those who are not.

THE ESSENCE OF 70:20:10 FRAMEWORK IS THAT LEARNING OCCURS THROUGH A RANGE OF APPROACHES, BEING ROUGHLY:

70%

From real life
and on-the-job experiences,
tasks and problem solving

20%

From feedback
and from observing
and working with others

10%

From formal training such
as classes or courses (both face-to-face and online) and reading

70+20+10= 100 The Evidence behind the Numbers, Towards Maturity, 2016

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SOCIAL-ENABLED LEARNING PROCESS

According to recent research by Deloitte, companies tend to be focused on issues like revamping performance management, improving the capabilities of leadership, improving engagement and retention, and creating an employee-centric learning environment.

Currently, employee engagement solutions stretch across many categories. Primarily, most employee engagement technology solutions fit within well-known categories, like talent management and employee recognition. However, we are seeing employee engagement as a significant focus in many other categories, including wellness, engagement measurement, learning, and benefits.

The future of social technology can be summed up in one word: "engage." If social is viewed in terms of how it can engage employees, then its role becomes less about delivering content and more about helping employees.

The future of social technology lies not in any single platform or tool, but in how these technologies lead to interactions within the workforce and how they are used within common processes.

SOCIAL-ENABLED PROCESS ADOPTION

	WORKFORCE USING	
MAJOR SOCIAL-ENABLED HR PROCESSES	TO DAY	IN 12 MONTHS
ADMINISTRATIVE HR MANAGEMENT/RECORD KEEPING	14%	21%
WORKFORCE **MANAGEMENT** - TIME AND LABOR/TIME AND ATTENDANCE	8%	14%
TALENT **MANAGEMENT**		
Recruiting	23%	29%
Performance Management/Goal Management	10%	16%
Learning and Development	14%	22%
Compensation	5%	11%
Recruiting (recruiting/talent acquisition staff)	67%	74%
Recruiting (hiring managers)	26%	36%
Business Intelligence/Workforce Analytics	8%	13%
Avarage Workforce Adoption across all Mobile-enabled Processes	12%	18%

Source: Cierra Cedar

In a social-enabled learning environment, learners interact and communicate before, during, and after each training event. It also means, providing social-based mentoring that may be informal, ad hoc, or on the job, leveraging social tools such as tagging, bookmarking and rating of learning content, courses and instructors.

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PERSONALIZED LEARNING

Personalized learning refers to the range of educational programs, learning experiences, instructional approaches, and academic support strategies intended to address the specific learning needs, interests, aspirations, or cultural backgrounds of individual students.

Source: http://edglossary.org/

Personalization represents a move away from the one-size-fits-all training strategy. And this concept – even if it's not new – is gaining its momentum. Facebook Founder and CEO Mark Zuckerberg, for example, has publicly committed to investing in personalized learning, citing it as a pathway for students to gain skills and confidence to learn any subject they pursue.

Today's learners want a learning experience that fits their personal needs, learning speed, preferred learning style, and, most importantly, their learning pathway – in other words, learning personalized for them. In a personalized learning environment, contents display is adapted to individual learning styles and needs. Content discovery moves from a "course catalogue" style to an adaptive model. In the old model, everyone learns from the same materials at the same pace. In an adaptive model, students are presented with learning activities based on what they know, what they need to know, and what has worked for other students like them.

"Recommendation Engines" are so ubiquitous that they have become an "invisible technology."

Source: Forbes, 2014

Google uses recommendations to show you websites that people with the same search terms clicked on. Amazon recommends products based on the activity of people who have bought the same items. Spotify suggests songs by mapping the music you like and proposing it to similar listeners. The more you and other people use these products, the better the recommendations get.

The adaptive learning mechanism comprises embedded assessments associated with the designed content.

Technavio's market research analyst predicts the global adaptive learning software market to grow at an impressive CAGR of close to 31% during the forecast period 2016-2020. The adaptive learning software market in the Americas is the largest among all the geographical segments and is expected to generate revenues of over USD 2 billion by the end of 2020.

http://www.technavio.com/report/global-education-technology-adaptiveLearning-software-market

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An organization ready to support and build personalized learning needs to begin collecting learning analytics. Learning analytics, in many ways, is "big data," applied to education.

Whereas traditional forms of analytical processing rely on existing management data, such as student demographics, grades, and recruitment figures, more recent approaches to analytics rely on data that has greater variety and arises from traces left as people use IT systems. This is a central concern for learning analytics, where the data arises from normal use of multiple pieces of software designed for accessing learning resources, social interaction, content creation, etc. In many cases, therefore, practical learning analytics requires that data moves from operational to analytical systems and be put to a different use than originally intended. For example, the data structures in a VLE or LMS are likely to have been designed not for analytics, but to realise teaching and learning use cases - e.g. for accessing video content, participation in forums – in a way is technically scalable and maintainable. When statistical processing or data mining is undertaken, for example to support analysis of learner engagement, data has to be re-interpreted. This situation is further amplified by the necessity of combining data from various sources, or maybe to use cloud-computing based data mining engines, to build, test, and apply useful statistical and predictive models.

Learning Analytics Interoperability – The Big Picture In Brief - Adam Cooper, Cetis, University of Bolton, UK

As personalized learning integrates into the corporate space, learners will be able to collect and report on their own learning accomplishments using the Experience API, also called xAPI or Tin Can. Organizations and learners can use the Experience API to collect data outside of an LMS from any learning experience, completed in any environment, on any device.

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MOBILE LEARNING

MarketsandMarkets forecasts the Global mobile learning Market to grow from $7.98 billion in 2015 to $37.60 billion by 2020, at a Compound Annual Growth Rate (CAGR) of 36.3%. North America is expected to be the largest market in terms of market size, while Europe and Asia-Pacific are expected to experience an increase in market traction during the forecast period.

According to Ambient Insight's Analyst, the US was the top-buying country for mobile learning in 2014, followed by China. Spending on mobile learning in China will start to outpace US expenditure amounts in the 2017-2018 timeframe and China will be the top buying country by 2019, followed closely by the US.

In January 2015, the China Internet Network Information Center (CNNIC) reported that the number of mobile Internet users in 2014 increased by 57 million people compared to the previous year. According to CINNIC, 195 million people in China use their phones to access mobile learning content on a monthly basis. Also, by 2019, the aggregate expenditure of China and the US will account for 31% of all mobile learning expenditures on the planet.

Asia is the most vibrant and unique mobile learning market on the planet. Mobile learning revenues in Asia reached $4.5 billion in 2014 and will increase to $7.7 billion by 2019.

"Asia is also unique in the proliferation of native mobile learning tools and platforms. While most of the legacy eLearning tools and platforms can now output mobile-ready content, users in Asia prefer native mobile learning products; new tools continue to come on the market."

Source: Ambient Insight
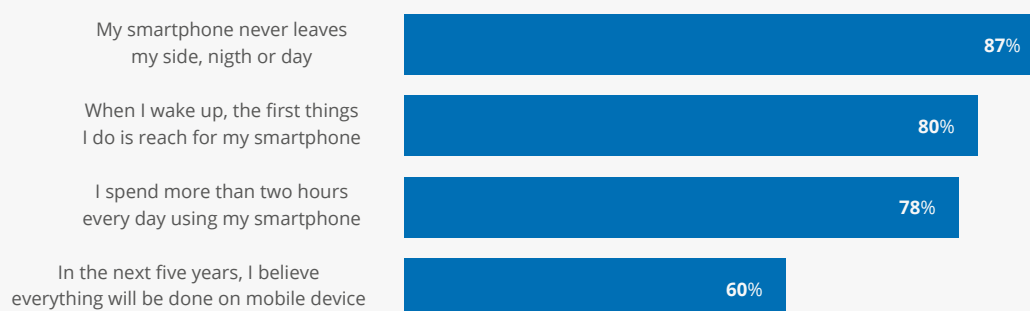
MOBILE LEARNING MARKET BY 2020

$38B
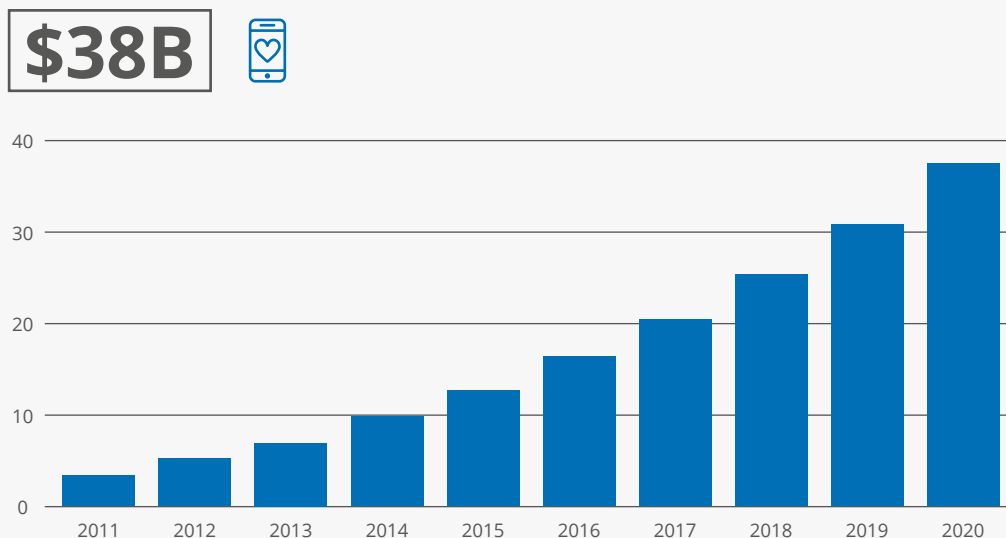
Source: Transorming learning through m Education. McKnsey

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The mobile experience is slowly impacting the browser experience. More than 40% of job candidates try to apply through their phones, and more than 60% of all online video is now consumed on mobile devices (Kleiner Perkins Internet Trends). According to Josh Bersin, the next generation of corporate learning systems, for example, could look more like social sites BuzzFeed and YouTube and less like a course catalog.

MILLENNIALS = LOVE THEIR SMARTPHONES...

87% = "Smartphone Never Leaves My Side"

My smartphone never leaves my side, nigth or day	87%
When I wake up, the first things I do is reach for my smartphone	80%
I spend more than two hours every day using my smartphone	78%
In the next five years, I believe everything will be done on mobile device	60%

Source: KPCB, Zogby Analytics

In a world where tablets, phablets, headsets, and wearables are all part of the mobile conversation, organizations need to think more about how to optimize information and communication for multiple delivery devices in a wireless environment.

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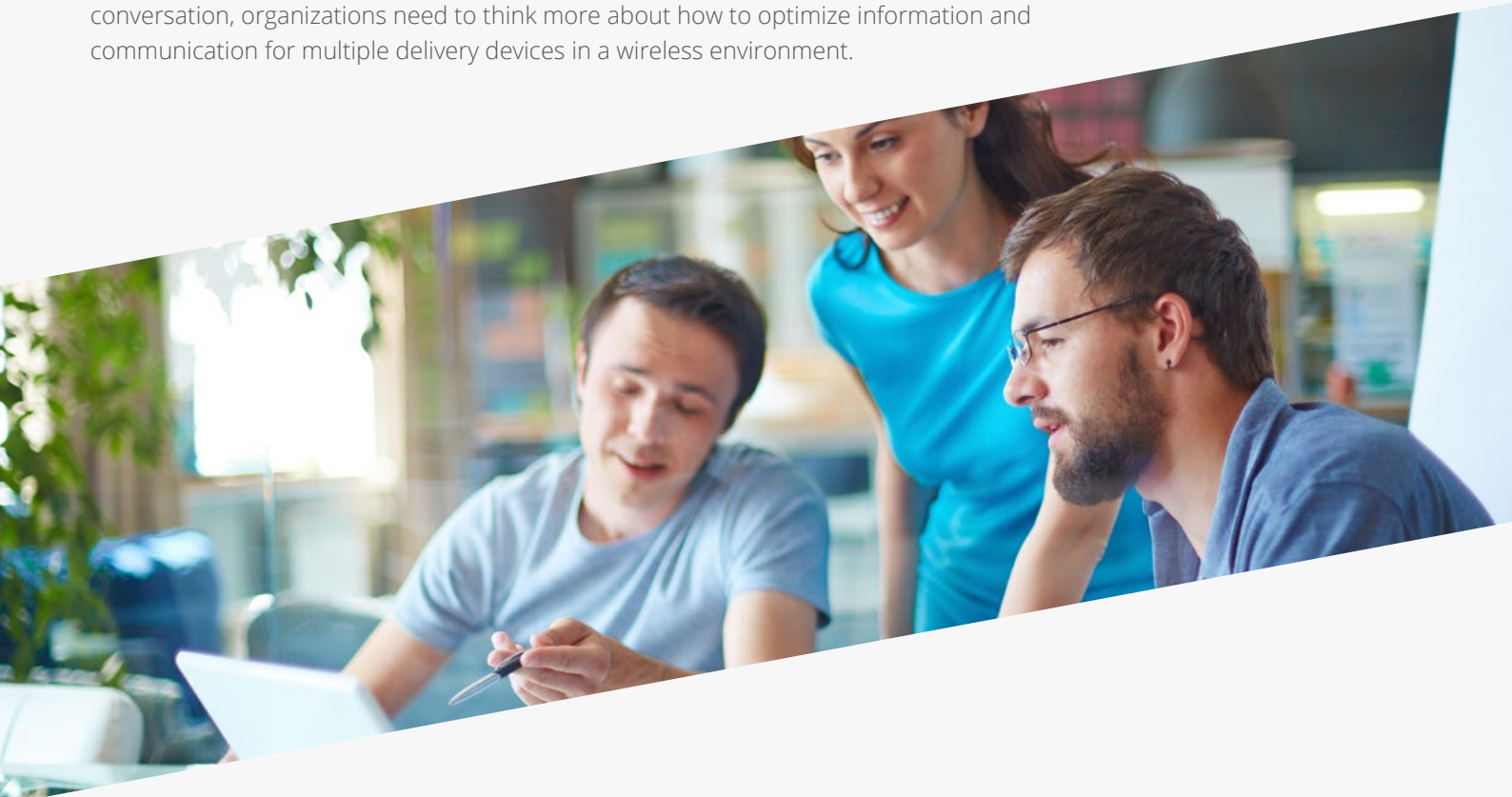
MOBILE-ENABLED PROCESS ADOPTION

MAJOR MOBILE-ENABLED HR PROCESSES	WORKFORCE USING	
	TO DAY	IN 12 MONTHS
ADMINISTRATIVE	15%	33%
HR management/Record Keeping	11%	31%
Payroll	19%	35%
WORKFORCE MANAGEMENT	8%	25%
Time and Labor/Time and Attendance	7%	24%
Leave Management	8%	27%
Absence Management	8%	26%
Workforce Scheduling/Labor scheduling	7%	23%
TALENT MANAGEMENT	20%	37%
Recruiting	17%	31%
Performance Management/Goal Management	25%	40%
Learning and Development	24%	37%
Compensation	20%	39%
Succession Planning/Management	13%	32%
Business Intelligence/Workforce Analytics	4%	13%
Avarage Workforce Adoption across all Mobile-enabled Processes	13%	27%

Source: Cierra Cedar

The latest innovations in mobile learning include next-generation Location-based Learning, Real-time Performance and Decision Support, mobile learning Value Added Services (VAS), and most recently, Augmented Reality mobile learning.

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MICROLEARNING

Microlearning is often referred to as bite-sized learning. It is a short learning nugget (three to five minutes in length, or shorter) designed to meet a specific learning outcome. While it can be used for formal training, it is majorly used in informal learning (with a focus on performance gain).

Microlearning nuggets are designed for and delivered in rich media formats. Their brevity and accessibility on multiple devices (including smartphones, tablets, desktops, and laptops) makes them an ideal fit for just-in-time training. Corporations can use microlearning for formal training as well as for learning on the job. Microlearning is ideal for distracted or busy corporate learners, as it gives them the opportunity to build their knowledge base when it's most convenient for them.

EXAMPLE: GOOGLE UNIVERSITY

Effectively, Google operates an "invisible" corporate university, delivering personalized, just-in-time information to employees based on their job function and performance. Instead of giving new employees a training manual, Google provides bite-sized tutorial information just before it is needed. For example, managers are given guidance on how to complete performance reviews shortly before it's time to do so.

Source: GSV

Although the term Performance Support has been used for a number of years now, the majority of organizations have yet to introduce a learning-at-the-point-of-need strategy. We expect more businesses will start to move away from the traditional firehose method of delivering learning and, instead, separate training content into two groups: Information that employees need to know in their heads versus information they simply need at their fingertips to do their jobs better. This will change the way businesses deliver learning and pave the way for performance support methods to become mainstream.

Source: Axonify

CORPORATE MOOCS

The MOOC space essentially doubled this year. More people signed up for MOOCs in 2015 than they did in the first three years of the "modern" MOOC movement (which started in late 2011, when the first Stanford MOOCs took off). According to data collected by Class Central, the total number of students who signed up for at least one course has crossed 35 million—up from an estimated 16-18 million last year.

Coursera, edX, and Udacity are normally known as the big three. FutureLearn[1], which closed 2015 on a high, had a breakout year, and it now has more students than Udacity. This makes FutureLearn the third largest MOOC provider in the world currently.

5 BIGGEST MOOC TRENDS

1   RISE OF SELF-PACED COURSES

Recently, MOOC providers have moved towards a self-paced model, meaning that courses are always open to signup and users can complete a course at their own pace.

2   NO MORE FREE CERTIFICATES

The pursuit of revenues has meant that many MOOC providers have stopped offering free certificates.

3   MOOCS TARGETED AT HIGH SCHOOLERS

Another growing trend among MOOC is more courses being offered to high school students. These courses mostly act like introductions or preparatory courses for college, essentially reducing the gap between high school and college studies.

4   BIG MOOC PROVIDERS FIND THEIR BUSINESS MODELS

One of the big trends last year was MOOC providers creating their own credentials: Udacity's Nanodegrees, Coursera's Specializations and edX's Xseries. For Coursera and Udacity, these credentials have become a main source of revenue.

5   BIG FUNDING ROUNDS TO ACCELERATE GROWTH

In August Coursera announced a Series C round $61.1M USD. Soon after in November, Udacity announced a Series D funding round of $105M. The UK's Open University has announced that it will invest £13M into its subsidiary FutureLearn over the next three years.

[1] https://www.class-central.com/report/futurelearn-13m-investment/

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A growth area to watch out for is the rise of **co-branded MOOCs** between corporations and established academic universities, which will see students paying fees to study rather than accessing free courses.

HOW WE LEARN

LEARNING STYLE
Learning style is an individual's natural or habitual pattern of acquiring and processing information in learning situations. A core concept is that individuals differ in how they learn

VISUAL
Visual Learning is a teaching and learning style in which ideas, concepts, data and other information are associated with images and techniques

AUDITORY
Auditory Learning is a learning style in which a person learns through listening.

TACTILE
Tactile learners learn physically by touching manipulating objects

KINESTHETIC
Kinesthetic learning is a learning style in which learning takes place by the student carrying out a physical activity, rather than listening to a lecture or watching a demonstration

ANALYTIC
Analytic learners focus on the details of language, such as grammar rules, and enjoy taking apart words and sentences

GLOBAL
Global learners focus on the whole picture and do not care so much about specific details. They do not want to get bored with slow moving lessons and enjoy interesting and attractive materials.

Source: Infogr.com

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LEARNING PUTS THE 'HEART' IN TALENT MANAGEMENT

To be able to compete and win in business today, organizations need to address talent, talent acquisition, and/or talent management. While this is a topic that the HR industry has focused on for some time now, it is more and more also becoming a boardroom topic.

Talent management is more than just attracting and retaining talent. It is about building and enhancing employee potential which automatically supports the organizations in meeting its goals and objectives.

MarketsandMarkets forecasts that the global talent management software market is expected to grow from $5,270.3 million in 2014 to $11,367.0 million by 2019, at a Compound Annual Growth Rate (CAGR) of 16.6%. In the current scenario, North America is expected to be the largest market on the basis of spending and adoption of talent management software.

According to Brandon Hall "since implementation of a talent acquisition technology solution, many organizations have seen an improvement of 10% or more in their organizations' productivity, employee engagement and revenue".

L&D is the 'Engine Room' of an integrated Talent Strategy. This is because learning touches nearly every part of the talent cycle.

For example:

- Learning via induction is critical to on-boarding new recruits and reducing time to competency
- Learning opportunity is a critical factor in employee engagement and retention
- Learning is a key tool for raising performance
- Learning is core to developing existing staff and building future skills
- Learning is central to individual career advancement and for building organisational capability

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GAME CHANGERS

According to Ambient Insight, worldwide revenues for Game-based Learning products reached $2.6 billion in 2016. The global five-year compound annual growth rate (CAGR) is a robust 22.4%. Revenues will surge to $7.3 billion by 2021.

GAME-BASED LEARNING

People of all ages love games. Some 67% of American households play computer or video games – and while 26% of those are over the age of 50, it's the 74% under age 50 that are moving into the workforce with their strong preference for games.

-Entertainment Software Rating Board

PRIMARY CATALYSTS DRIVING THE 2016 - 2021 WORLDWIDE GAME BASED LEARNING MARKET

Diminishing Resistence to Edugames in Corporate & Academic Segments

Strong Demand for language Learning Products

Empirical Evidence on the Effectiveness of Edugames

Booming Global Revenues for game-based Learning Products

Spike in Demand for Early Childhood Learning Apps

Product substitution as Buyers Migrate Away from Legacy Products

High demand for mobile brain trainers

Source: Ambient Insigth

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"Until recently, Game-based Learning was perceived to be incompatible with the corporate culture and very time consuming and expensive to develop.
This has changed dramatically in just the last two years. Game-based recruiting and job application assessments are rapidly gaining traction in the corporate segment and creating the breakthrough moment for the uptake
of Game-based Learning by corporations and businesses."

Source: Ambient Insight

Studies (particularly those conducted in the field of cognitive science) reveal that games have a remarkable ability to engage long-term memory. A second critical factor is that games stimulate mental modularity by requiring numerous tasks to be performed simultaneously.

GAMIFICATION

Gamification makes learning motivating and engaging. Gamification in eLearning is the use of game theory and game mechanics in non-game contexts to engage users in solving problems. The main goal of gamification is to motivate learners so that they are capable of performing better. Gamification in eLearning follows exciting technologies and innovations within the gaming industry. Imagine an even more realistic learning experience potential using virtual and augmented reality.

ASIA-PACIFIC (APAC)

Is expected
to become one
of the major adopters
of gamification
techniques by 2020.

MarketsandMarkets forecasts the global gamification market to grow from USD 1.65 billion in 2015 to USD 11.10 billion by 2020, at a CAGR of 46.3%

2015

USD 1.65 BILLION

2020

USD 11.10 BILLION

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As a strategic initiative, gamification is growing in business. Gartner predicted that by 2015, 40% of Global 1000 organizations will use gamification as the primary mechanism to transform business operations.

Today, many companies provide ready-to-deploy gamification solutions. Often, they can go live in just a few weeks. These modules focus on creating an engaging experience by using badges, points and leaderboards

WEARABLE TECHNOLOGIES

The U.S. market for wearable technologies in education is expected to grow at a rate of nearly 46% per year through 2020, according to market research firm Technavio[2]. Much of the growth in the wearables market will take place at colleges and universities.

> The terms "wearable technology", "wearable devices", and "wearables" all refer to electronic technologies or computers that are incorporated into items of clothing and accessories which can comfortably be worn on the body.

This is a trend driven substantially by consumers.
According to Global Market Insight, North America wearable devices market is expected to dominate global demand in the next five years. Asia Pacific is anticipated to exhibit substantial growth due to low production costs in India and China. UK and Germany are estimated to lead the European industry in this regard.

According to a Vanson Bourne survey of 300 IT decision makers in the UK, 29% of UK businesses have some form of wearable technologies projects in practice. The main reasons for such projects are employee well-being (16%), instant access to important information (15%), and improved customer service (14%). The greatest perceived barrier to entry for wearable technology at work was having an IT infrastructure that could take advantage of the data being collected and analysed (20%).

[2] http://www.technavio.com/report/usa-education-technology-classroom-wearables-technology-market

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GEOGRAPHICAL INSIGHTS

INDIA

According to industry experts, the future of education in India will depend on online courses. Currently half of the population is actually under 25 years of age and India is expected to be facing a shortage of 250 million skilled workers by 2022.

As of 2015, India is already the second largest market for eLearning after the United States. However, in terms of revenue India is ranked fourth by Ambient Insight in the top seventeen eLearning buying countries in 2016.

The sector is expect[3] ed to reach $1.29 billion by 2018, growing at 17% CAGR.
(Trade & Investment Queensland)

This can be attributed to increasing regulatory initiatives such as government-funded literacy development projects in small villages and rural areas. This measure is forecast to drive the industry demand in the region.[4]

Corporate training market is disproportionately small, with estimated spends of only 1-2% of employee costs and a total outlay of less than $1 billion.
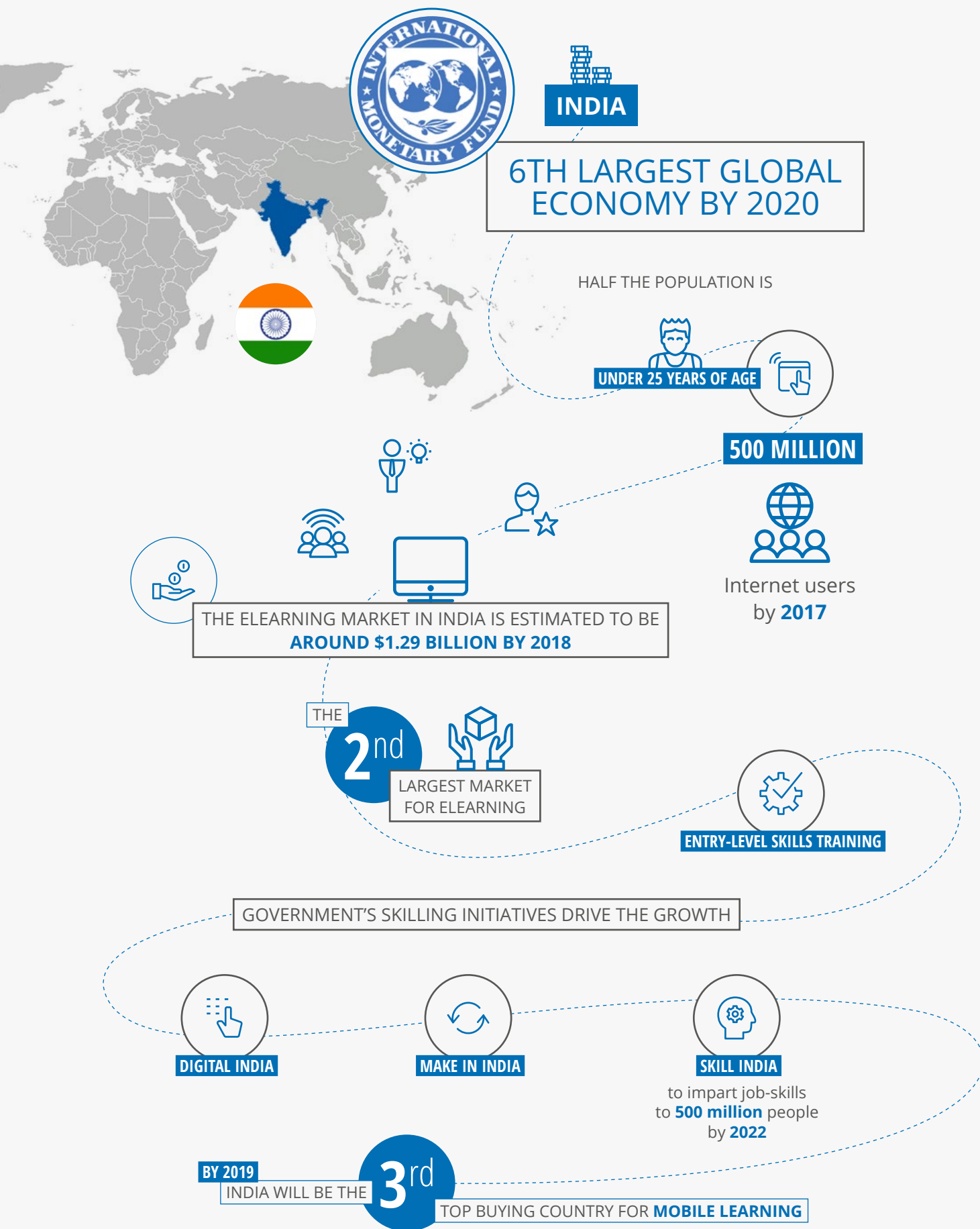
Given the inadequacies in India's current education system that does not adequately provide for vocational and employment-ready skills, a significant portion of organizational training budgets, even at leading IT services companies, goes towards entry-level skill building. Infosys, for example, has vast resources and an entire campus in Mysore, dedicated to training 25,000+ fresh recruits for 3-6 months every year.
Even the government's skilling initiatives are entirely focused on imparting employability-related skills for millions of working-age youth. There is an ambitious initiative underway to impart job-skills to 500 million people by 2022 under the Skill India Mission.
India internet users are expected to reach 500 million by 2017, of which nearly 2/3rds are expected to be on mobile. Mobile learning is going to have a massive impact on the training industry in India. According to Ambient Insight, by 2019 India will be the third top-buying country for mobile learning.China

[3] The economic journal Business Standard reports an higher size of eLearning market in India for 2016 estimated to be around $3 billion. http://www.business-standard.com/article/companies/online-education-the-next-big-thing-in-india-115020600130_1.html

[4] Source: Global Market Insight: http://www.technavio.com/report/india-education-technology-online-market

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INTERNATIONAL MONETARY FUND

INDIA

6TH LARGEST GLOBAL ECONOMY BY 2020

HALF THE POPULATION IS

UNDER 25 YEARS OF AGE

500 MILLION

Internet users by **2017**

THE ELEARNING MARKET IN INDIA IS ESTIMATED TO BE **AROUND $1.29 BILLION BY 2018**

THE **2**nd LARGEST MARKET FOR ELEARNING

ENTRY-LEVEL SKILLS TRAINING

GOVERNMENT'S SKILLING INITIATIVES DRIVE THE GROWTH

DIGITAL INDIA

MAKE IN INDIA

SKILL INDIA to impart job-skills to **500 million** people by **2022**

BY 2019 INDIA WILL BE THE **3**rd TOP BUYING COUNTRY FOR **MOBILE LEARNING**

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CHINA

According to Technode, more people are willing to pay for professional exam preparation and testing principally because China's population is growing and there is increasing competition for reliable jobs. The online education market is growing at a fast rate to meet the increasing demand. In 2016 China was ranked 2nd by Ambient Insight between the top-buying countries for self-paced eLearning.

THE REVENUE BREAKDOWN BY PRODUCT FOR 2016 IS (IN US$ MILLIONS)

CHINA BUYER SEGMENT	2016
Consumer	$959.97
Corporation & Businesses	$1,246.27
PreK-12 Academic	$1,583.10
Higher Education	$698.92
Federal Education	$509.46
Provincial and Municipal Governments	$265.25
Totals	**$5,262.98**

Consumers in China are driving the growth of mobile learning market. Mobile penetration rates are overwhelmingly higher than PC penetration rates in China.

"In the US and Europe, you have one billion people who started using the internet on PCs," MOX managing director and SOSV partner William Bao Bean tells Tech in Asia. "In China, one billion people will soon be online, first on mobile – the largest mobile-only population in the world. That's the next billion."[5]

According to Ambient Insight, there are two major trends in China's eLearning market: the proliferation (and fail rate) of online education startups and the growing number of large Internet companies entering the market.

Baidu, Alibaba, and Tencent are the largest Internet companies in China. They all entered the commercial eLearning and mobile learning markets in 2013 and 2014 and all of them are now adding mobile features or moving completely to mobile formats.

[5] https://www.techinasia.com/mox-demo-day-startups-2016

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CHINESE MOOC

Peking University and Alibaba

www.chinesemooc.org

Alibaba

xue.taobao.com

XuetangX Tsinghua University

www.xuetangx.com

Shanghai Jiaotong University

www.cnmooc.org

As shown in the figure below, the majority of online education users in China are professionals (77.2%), followed by junior college students (15.9%) and other users (6.9%).
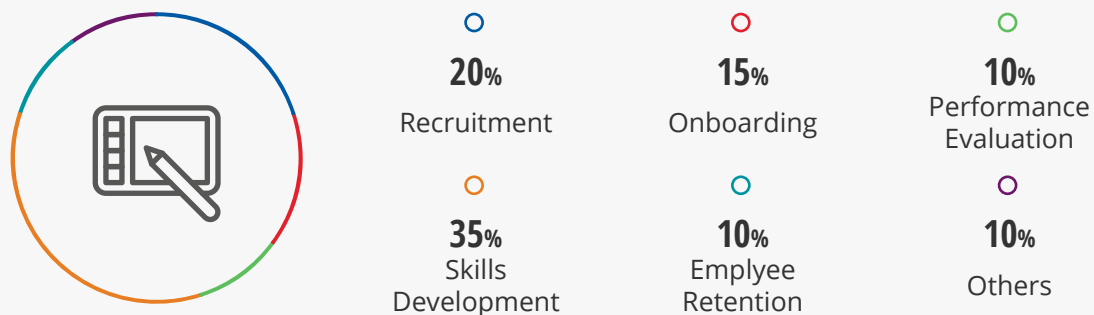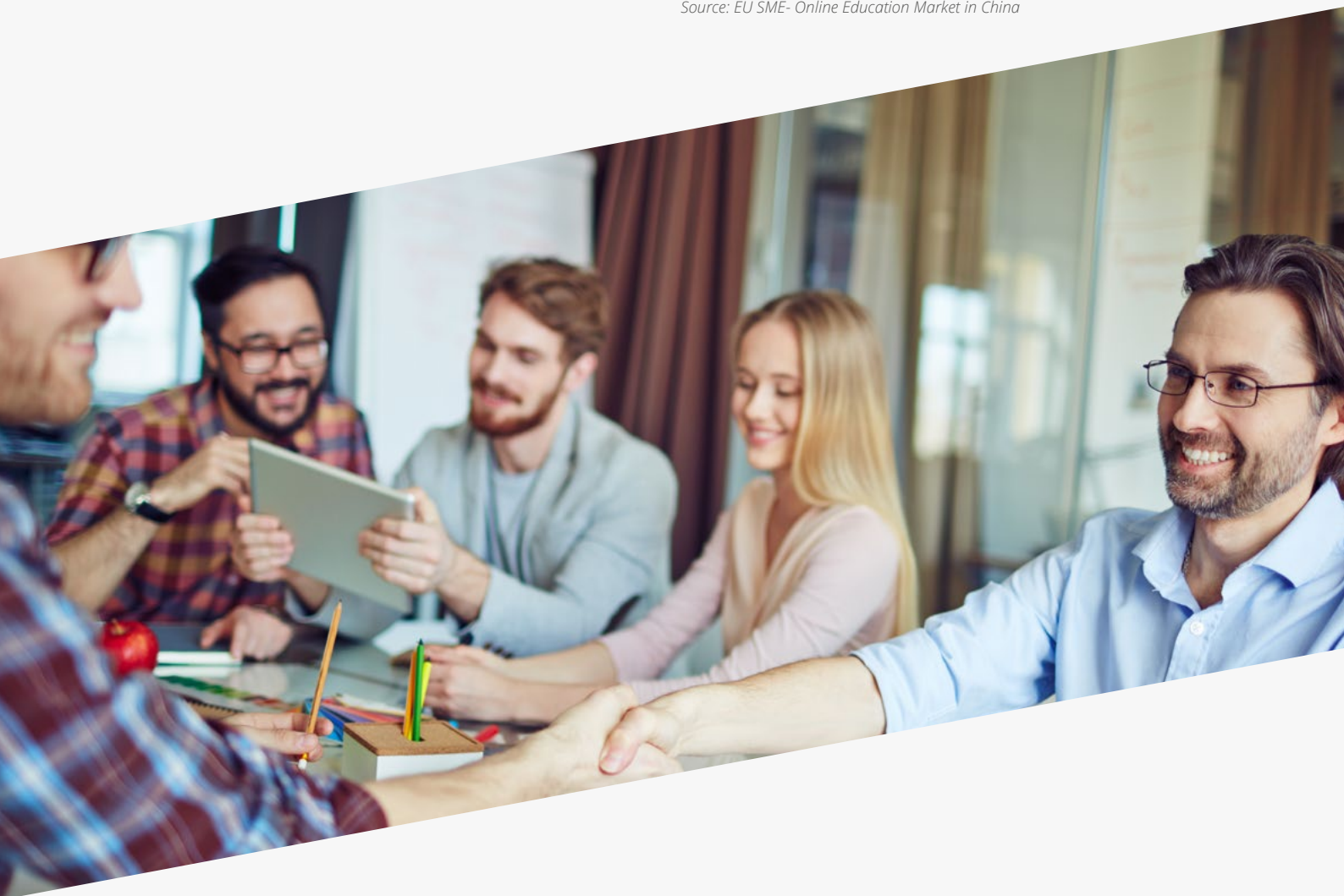
ACADEMIC DISTRIBUTION OF ONLINE EDUCATION USERS

15.9%
junior College

77,2%
Professionals

6,9%
Others
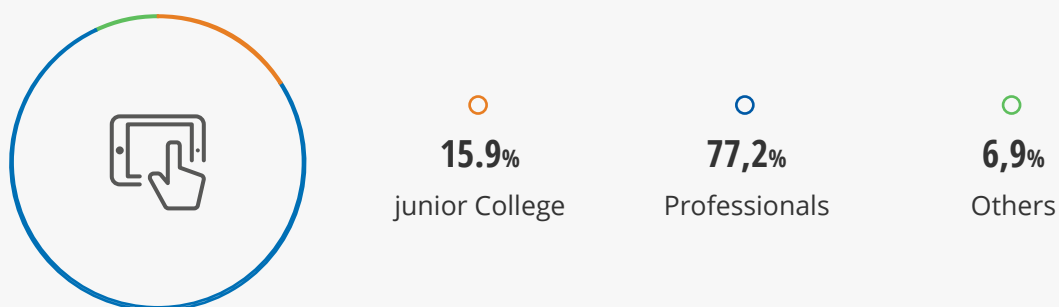
Source: 2013-2014 Online Education User Behavior Analysis Report in China, PR Newswire

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According to the EU SME Centre's survey, companies that already adopt online tools in China are using them primarily for employees' skill development (35%) and recruitment (20%), as shown in the figure below.

KEY REASONS FOR COMPANIES TO ADOPT ONLINE EDUCATION TOOLS

20%
Recruitment

15%
Onboarding

10%
Performance
Evaluation

35%
Skills
Development

10%
Emplyee
Retention

10%
Others

Source: EU SME- Online Education Market in China

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LATIN AMERICA

There is a strong demand for Latin American companies and governments to provide industry with a highly-trained workforce. Latin America is looking for innovative and efficient techniques to bridge the skills gaps and increase productivity levels, safety standards and overall efficiency.6

According to a Global Market Insight Report Latin America (LATAM) is expected to witness considerable growth from 2016 to 2020. LATAM eLearning market share was valued around USD 2.1 billion in 2016 and is likely to grow at a CAGR of over 14% over the next five years.
https://www.gminsights.com/industry-analysis/eLearning-market-size

With more than 600 million people, and an educational system that has lagged behind the developed world and hasn't been accessible to everyone, Latin America indeed presents an interesting opportunity for ed tech players.
Digital English language learning products is a subsector of the self-paced eLearning market that will have a huge growth in LATAM with a CAGR of around 14%, according to Ambient Insight.

The two largest eLearning buying countries in Latin America are Brazil and Mexico. Santillana is the largest education publisher in Latin America; 35% of their global revenues are generated in Brazil.
In recent years, several countries in Latin America have adopted MOOCs on a larger scale. Mexico and Brazil are two of the 10 countries that use MOOCs the most worldwide.

Veduca is a brazilian MOOC which offers more than 300 free online courses in 21 knowledge areas.
According to OECD, thanks to eLearning access to education by traditionally excluded groups has increased. 68% of universities report eLearning has benefitted people living in rural areas, 53% report benefits to women, 50% to low-income groups, and 38% to people with disabilities.
The Inter-American Development Bank, in partnership with EdX, created the IDBx platform to offer online courses focused on economic and social development.

Mobile learning will be the preferred product in the next years in LATAM, especially in Brazil. According to Ambient Insight, revenues for mobile learning products and services in Brazil reached $338.3 million in 2014. The growth rate is a robust 25.7% and revenues will surge to over $1.0 billion by 2019. Brazil generates the largest revenues for mobile learning in Latin America by a wide margin.

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[6] http://www.tiq.qld.gov.au/download/business-interest/export/export-market-overviews/Latin-America-Market-Overview.pdf

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Many countries in the Middle East region are working on '-ization' programmes in order to diversify their economies and ensure human capital meets the requirements for the future workforce. Vocational programmes are gaining popularity and the digital revolution has a big part to play in this process.The governments of the GCC are actively striving to lessen their dependence on both their petroleum-based economies as well as the large expatriate populations that make up the majority of human resources in the workplace

According to Ambient Insight the self paced eLearning market in Middle East will be around $690m by the end of 2016.
Turkey and Egypt are the largest buyers in the Middle East.

Edraak is a massive open online course (MOOC) platform born from an initiative of the Queen Rania Foundation (QRF).

MIDDLE EAST

BAHRAIN
CYPRUS
EGYPT
IRAN
IRAQ
ISRAEL
JORDAN
KUWAIT
LEBANON
OMAN
QATAR
SAUDI ARABIA
SYRIA
TURKEY
UNITED ARAB EMIRATES
YEMEN

English is widely considered to be the language of business for the region, as well as the key to careers abroad. It is therefore a focus of many countries' education systems to improve the quality of their ELT approach and delivery, in order to better opportunities for students

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USA

According to Ambient Insight, the U.S. eLearning market size should be over USD 27 billion by the end of 2016.

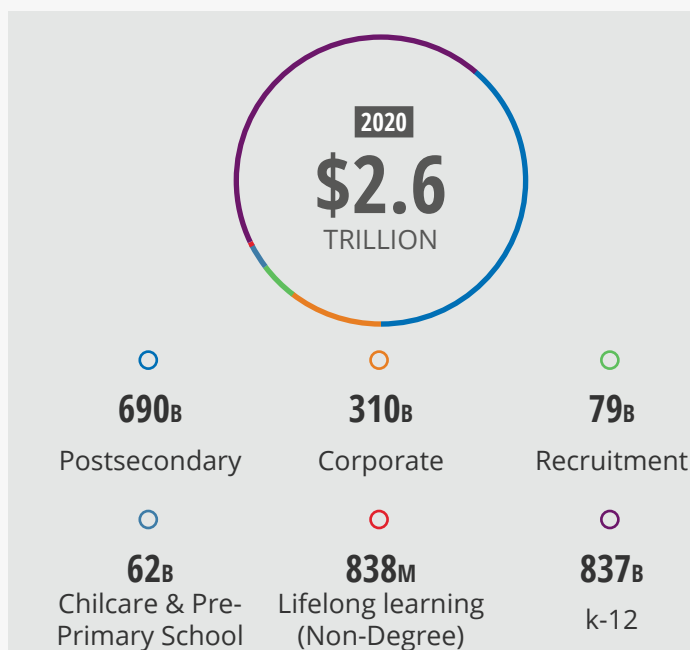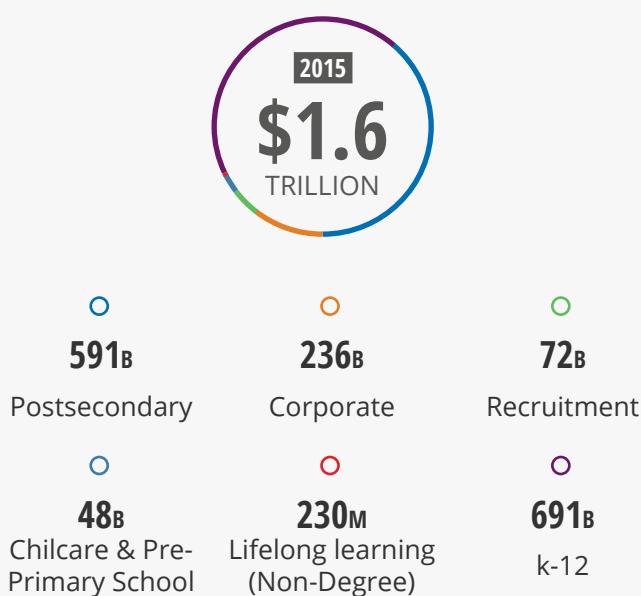The North American region currently accounts for more than 50% of the total self paced eLearning market share.

According to the latest market study released by **Technavio**, the market size of the global c**orporate eLearning market** is predicted to reach close to USD 31 billion in revenue by the end of 2020.

Due to the growing preference towards continuous learning, many corporates have become more conscious about effectively using their technologies to deliver content and accessibility to the content from anywhere and anytime. This change in the focus towards continuous learning will lead to the growth of the market in this region during the next 5 years.

REGION	2016
North America	$23,337.4
Latin America	$2,106.0
Western Europe	$7,978.6
Eastern Europe	$1,024.8
Asia	$10,936.5
Middle East	$683.7
Africa	$607.7
Totals	$46,674.7

According to GSV the Corporate segment of the US Education market was valued around $236B in 2015 and is predicted to reach $310B by 2020.

U.S EDUCATION MARKET BREAKDOWN

2015
$1.6 TRILLION

591B Postsecondary
236B Corporate
72B Recruitment
48B Chilcare & Pre-Primary School
230M Lifelong learning (Non-Degree)
691B k-12

2020
$2.6 TRILLION

690B Postsecondary
310B Corporate
79B Recruitment
62B Chilcare & Pre-Primary School
838M Lifelong learning (Non-Degree)
837B k-12

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According to Ambient Insight, revenues for mobile learning products and services reached $1.6 billion in the US in 2014. Revenues are expected to reach $2.1 billion by 2019. Mobile learning revenues in the US are heavily concentrated in the consumer segment, while US corporations were slow adopters of mobile learning tools.

A relatively recent trend is the focus on corporate buyers by AR (augmented reality) services and platform suppliers.

United States is also the top-buying nation of education-focused games, followed by Japan South Korea, China, and India.

A corporate-facing Game-based Learning company called mLevel obtained $5 million in funding in July 2015. GamEffective also serves the corporate segment and garnered $7 million in private investment in June 2016.

MarketsandMarkets forecasts that the global talent management software market is expected to grow from $5,270.3 million in 2014 to $11,367.0 million by 2019, at a Compound Annual Growth Rate (CAGR) of 16.6%. In the current scenario, North America is expected to be the largest market from the spending and adoption of talent management software point of view.

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EUROPE

According to Ambient Insight, the self-paced eLearning market size in Western Europe eLearning market is around USD 8 billion in 2016, while Eastern Europe market is around $1 billion.
The spur in the region can be subjected to increasing adoption of these solutions in medium and small sized businesses.

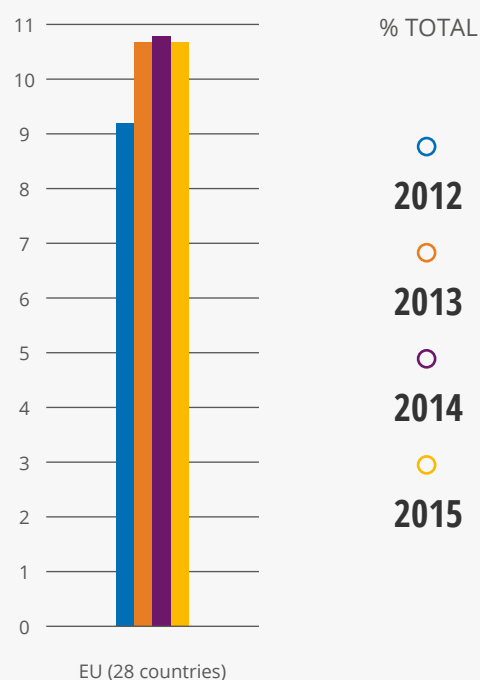The largest buying country in Eastern Europe is the Russian Federation.
The UK is the largest buying country in Western Europe.

Europe is a mature market where all the classic buyers (school, government, high education and corporate) for eLearning product and services are highly demanding.

The rise of demand for continuous learning in Europe will increase the adoption of different learning methodologies and products.

REGION	2016
North America	$23,337.4
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Middle East	$683.7
Africa	$607.7
Totals	**$46,674.7**

LIFE LEARNING

% TOTAL

○ **2012**

○ **2013**

○ **2014**

○ **2015**

EU (28 countries)

Source: Eurostat 2016

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Market research analysts at Technavio have predicted that the corporate training market in Europe will grow at a CAGR of close to 9% between 2016 and 2020.

EMPLOYMENT IN HIGTH - AND MEDIUM . HIGH TECHNOLOGY MANUFACTURING SECTORS AND KNOWLEDGE - INTENSIVE SERVICE SECTORS

% of total emplyment
Total knowledge - Intensive service

○
2015

✕
No Data
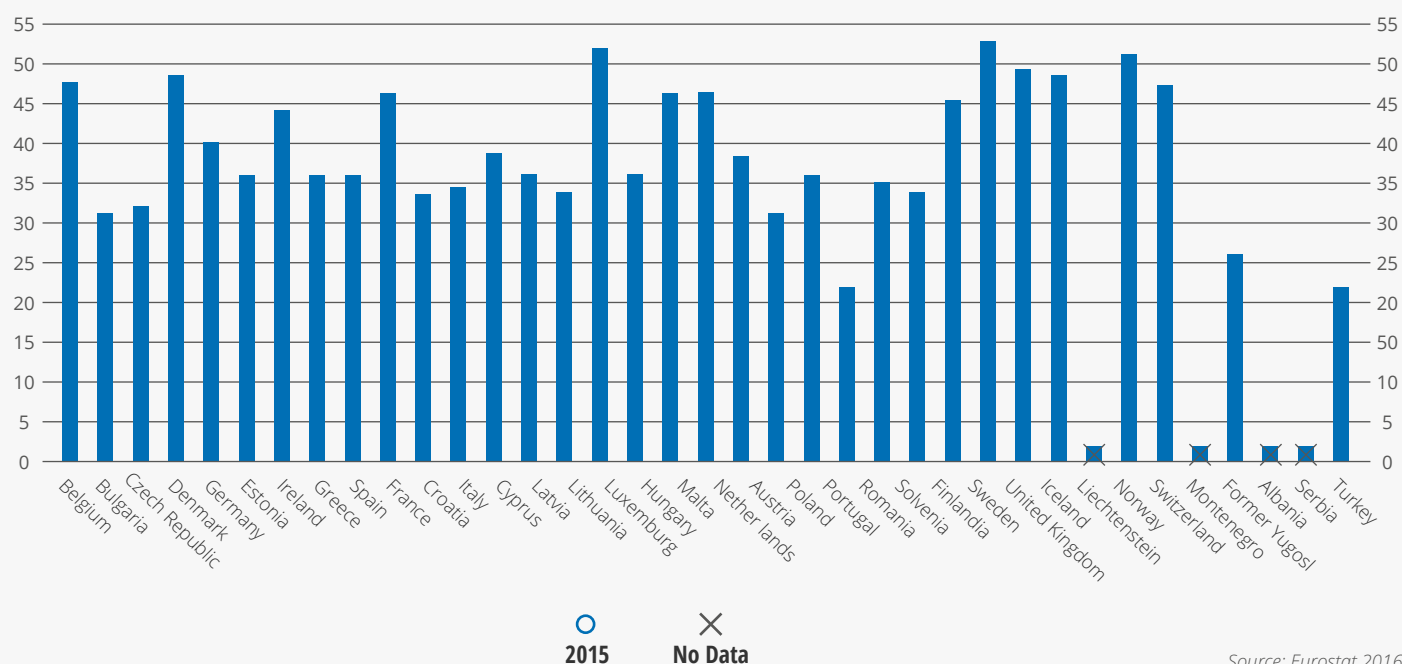
Source: Eurostat 2016

According to different sources in presence training is still dominant in the corporate training market, but distance learning, in all the present forms, is gaining field.

"The corporate training market in Europe is one of the most dynamic markets because of the presence of several training solution providers and training professionals. The market has become more fragmented and specialized, where the players are designing solutions for specific requirements such as problem solving, behavior developing skills, and various other non-conventional IT skills.
The market includes various new players as well as specialized providers that focus on specific business training requirements. In addition, the market is also witnessing the emergence of niche corporate training companies that cater only to specific industries."

Source: Source Technavio[7]

[7] http://www.technavio.com/report/europe-education-technology-corporate-training-market-europe-2016-2020
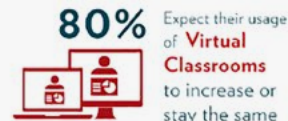
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LEVERAGE THESE ELEARNING INSIGHTS TO POWER YOUR LEARNING STRATEGY TO 2017 AND BEYOND

We hope you've enjoyed this exclusive document on the state and future of eLearning trends!

As the world of eLearning continues to evolve, the road of eLearning technology can be a challenging one to navigate. Have you implemented a learning management system portal yet? Are you unsatisfied with the system you are using presently?

We're here to help! Contact us today to request a demo and learn more about how our industry-leading LMS products can help keep your learning and development strategy effective and ahead of the curve

REQUEST A DEMO

For more information, visit **www.docebo.com**

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